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ABSTRACT

In response to a growing need for a comprehensive evaluation and cataloging of nontextbook materials in the field of health sciences, the Educational Materials Project, sponsored by the National Library of Medicine, developed a clearinghouse system called AVLINE (Audiovisual on Line) for the dissemination of information about these materials. To determine what materials will be listed in this computer-based system, materials are identified by users and then evaluated by a panel of experts in the field. The evaluation considers content, instructional deisgn, and technical quality. Acceptable materials are abstracted, indexed, and made available to search through MEDLINE terminals. (EMH)

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APPRAISAL

OF

EDUCATIONAL MATERIALS FOR AVLINE:

A PROJECT OF THE ASSOCIATION OF AMERICAN MEDICAL COLLEGES

AND

NATIONAL LIBRARY OF MEDICINE

U S DEPARTMENT OF HEALTH
EDUCATION & WELFARE
NATIONAL INSTITUTE OF
EDUCATION

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This paper was presented at the HEMA Conference, January 1976, New Orleans by Jenny K. Johnson, Staff Associate, AAMC. It describes an ongoing Project under the present direction of Emanuel Suter, M.D. (1973-75, directed by William C. Cooper, Ph.D., University of Colorado). The Coordinator of Medicine is Norbert Jones, Ph.D., Atlanta, Georgia.

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Before describing the appraisal process used for AVLINE I'd like to explain, briefly, the background of the Educational Materials Project which lead to the development of AVLINE by the Association of American Medical Colleges under the sponsorship of National Library of Medicine.

The proliferation of non-textbook educational materials in the health sciences resulted in a need for information about those materials. Distributors provide information about their particular collection of audiovisual materials in catalogs and advertisements, but the faculty members have no way of knowing when they have a representative sample. At the same time, producers are seeking information on faculty needs in order to establish priorities for production of new materials. Indeed the producers are frequently faculty who, unable to locate materials, create their own. A number of specialty groups have attempted to organize information about educational materials by producing catalogs or compendia for their particular specialty. Such catalogs usually include titles, authors, a brief description of the content, and sometimes its applicability as established by an individual or an editorial board (see bibliography, 1-6). There has been no central source of information regarding availability, suitability, or quality of these educational materials. The requirements for such an information source have been established by a number of studies and conference reports which I have included in the references with this paper. One such report was Potential Educational Services From a National Biomedical Communications Network (edited by Dr. Chevee Scythe in

1969) from a conference held at the National Library of Medicine, sponsored by the Council of Academic Societies of the Association of American Medical Colleges. A recommendation of the conference was to identify specific types of information resources needed. One type, for which a definite need was established, was a central information resource about non-textbook materials that is systematically organized and readily accessible. Thus began the development in May 1973 of the Educational Materials Project by the Division of Educational Resources of the Association of American Medical Colleges sponsored by the National Library of Medicine. The purpose of the Educational Materials Project is to facilitate the sharing of high quality materials known to be useful in the health education fields. The objective of the Project is to develop and implement a clearinghouse system for information about educational materials other than text books such as (audiovisual, computer-assisted instruction, simulation, etc.). A computer-based dissemination system lends itself to such information handling. The experience of National Library of Medicine in developing MEDLINE was viewed as a model for organizing and distributing information. The development of the system, AVLINE, began with health education materials in audiovisual formats in terms of 6 general steps:

1. Identification of materials
2. Appraisal of materials
3. Organization of information
4. Distribution of information
5. Determine utilization of the information system and of materials
6. Obtain feedback to improve system

Each one of these steps consists of a series of activities. The evaluation of the activities within each step is a continuous process to improve the overall system.

Identification of Materials

Materials are identified through reports from a broad range, health educators, and students. An advisory board is [illegible] was developed to enable the user to report that information which is essential to appraisal of the quality and [illegible] The material being reported on the consultancy form [illegible] and available for national distribution. The consultancy forms are compiled by the Educational Materials Project [illegible], Georgia, and stored on computer as a working file at the National Library of Medicine in Bethesda, Maryland.

Review panelists, identified by recommendations [illegible] the Association of American Medical Colleges and other [illegible] sites and organizations, play a vital role in [illegible] the resources and responsiveness of the users of educational materials. An advisory committee to the Project, representing a broad range of the system, have emphasized the need for a two [illegible] from centers by experts and laboratories on the [illegible] learners with the material. Concern for the representation of ethnic [illegible] resulted in the Project's adoption of a procedure for determining which materials in reports that [illegible] are, in fact, being used with some degree of success. A material is considered for review appraisal only when suggestions by a faculty member currently using it. A series of site [illegible] have made whether there is any effectiveness measures of the

[illegible]

[illegible]

[illegible]

[illegible] [illegible] [illegible] [

RETRIEVAL	Computer files are searched by subject headings and the list of approved titles is used to obtain materials for review.
AAMC/REVIEWS	REVIEWS are conducted using the criteria and guidelines established by the AAMC EDUCATIONAL MATERIALS PROJECT in cooperation with the National Library of Medicine.
RECOMMEND	Educational Materials RECOMMENDED by the review panels are retained for abstracting and indexing.
ABSTRACT	ABSTRACTS are written for each recommended material to give an accurate and detailed summary of their content.
INDEX	Abstract is utilized by the National Library of Medicine to INDEX each material using MeSH (Medical Subject Headings).
AVLINE (NLM)	Complete information on each educational material is entered into the computer at the National Library of Medicine. You can ACCESS this information through MEDLINE terminals on what is known as AVLINE (Audiovisuals On-Line).

Distribution of Information

Some 48 medical school libraries participated in a 6-week test of the information system AVLINE which contained about 250 citations on the subject Neuroscience. All materials that have been recommended through the expert-review appraisals are available to all MEDLINE subscribers as of February, 1976.

During the first two years of the Project a review panel for materials on a specified health subject area was held approximately once a month. In the third year schedule, panels will be convened approximately twice a month doubling the number of reviews during 1976. Even if approximately 175 materials are rated during each full two-day review session, there will be

literally thousands of the health education materials that have not been included.

Many of the fifty academic societies such as the American Physiologists Society and the American Association of Anatomists conduct their own reviews of materials, an on-going liaison is being arranged to facilitate their use of the same criteria for appraisal stipulated for AVLINE. This not only avoids duplication of reviews and increases involvement of the particular society's membership but, most importantly, helps to encourage the consistent use of the same criteria for appraising materials throughout the health education field.

Two other areas of development are: establishment of needs assessment plans for production of new materials; and review of problems and potential solutions related to distribution and retrieval of the actual materials by students and faculty members.

Summary

The expert-review type of appraisal being used by the Educational Materials Project is intended to provide a systematic procedure for making statements about the quality of a given material; and at the same time to increase the interest in and awareness of the state of the art among experts who influence the field of health education. This, coupled with a responsive information dissemination system, AVLINE, offers the health educator a valuable resource required to select educational materials. The further development of the Project can be expected

to involve other concepts and procedures for specifying the value of a material including the availability of a material and the nature of the learner's achievement or responses. The effects of this effort on the use of materials will be estimated based on feedback from those faculty, library and media people accessing the AVLINE system. Evaluation, both formative and summative, of the Educational Materials Project is considered essential to the continued development and adaptation of this systematic appraisal process.

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Ed media Journal 3-13-21 Sept 75

AVI Feb 76 23-27

ED 164360

ED 067376

071433

064033

EJ 046759

ED 064949

057554

[illegible] EDUCATIONAL MATERIALS REVIEW

[illegible]: This form is provided so you may recommend for appraisal instructional materials you have found to be effective. Recommend only materials that are currently available for national distribution. Include all types of materials, video [illegible] books as well as films, audiotapes, etc.

[illegible]: Requests for the materials will be made on a large scale. Each material will be appraised by experts for content, instructional design, and technical quality. Before_time the appraised materials will be available to you through efficient [illegible].

Before you begin, please duplicate this form and submit each recommended title on a separate form. If you are recommending a large number of titles that appear in a catalog, please include a copy of the catalog with your forms. Your cooperation and interest in this project is greatly appreciated.

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Atlanta, Georgia 30322
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TITLE: _____

AUTHOR etc.: _____
(Director title, Department in which material is being used)

Could you provide more on the effectiveness of this package in meeting the objectives/[illegible]___ No___

OPTIONS: (Persons or institutions that has the ownership rights to the material) Name Published_____

Name_____ Address_____

City_____ State_____ Zip _____

Media Type:
Video (25mm) ___ Videotape ___ One film ___ Film strip ___ Sound/Slide ___ Programmed text_____

Slide/tape ___ Audiotape ___ 16 mm film ___ Cut pictures ___ Open wide QT ___ Other _____

Distributor:
Free loan: Name_____ Address_____

City_____ State_____ Zip_____

If Order Number_____

Rental: Name_____ Address_____

City_____ State_____ Zip_____

Order Number_____ Overall Price_____

Sale: Name_____ Address_____

City_____ State_____ Zip_____

Order Number_____ Deluxe Price_____

Brief description of contents: (continue on back)

Are you interested in working on a Master Panel? Yes_____ No_____

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Individual Reviews By:

Name_____ Title_____

Address_____ City, State_____ Zip_____

Social Security Number_____ Date_____

[illegible]